

INFORMATION DISCLOSURE CREATION (Use several sheets if necessary)				#2	Docket Number (Optional) WD2-98-116	Application Number Not Assigned	
				Applicant(s) Jay S. WALKER et al.			
				Filing Date March 2, 1999	Group Art Unit Not Assigned		
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
JL	A	4,723,212	02/27/87	Mindrum et al.	—	—	
JL	B.	4,910,672	03/20/90	Off et al.	—	—	
JL	C	5,173,851	12/22/92	Off et al.	—	—	
JL	D	5,612,868	3/18/97	Off et al.	—	—	
JL	E	5,832,457	11/3/98	O'Brien et al.	—	—	
FOREIGN PATENT DOCUMENTS							
REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						YES	NO
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
JL	F	Pat Guy, "A Gift Off the Rack", USA Today, December 19, 1990 at p. 2B					
JL	G	Liz Horton, "Holiday Gift Subs Up, Some Due to Novel Promotions", Folio Magazine, February 1, 1992 at p. 39.					
EXAMINER				DATE CONSIDERED			
Jeffrey D. Carlson				8/21/01			

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*EXAMINER INITIAL	OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>		
<i>gr</i> H	Barbara Love, "Selling Subscriptions at Newstands", Folio magazine, June 1, 1994 at p. 10.		
<i>gr</i> I	Barbara Love, "Folio: Plus circulation; Techniques for Managing Magazine Circulation", Folio Magazine, January 1995 at p. 159.		
<i>gr</i> J	Mark Adams, "Capell Reports Sales Drop at Stands", Mediaweek, March 11, 1996 at p. 27.		
EXAMINER	DATE CONSIDERED		
<i>Jeffrey D. Carlson</i>			<i>8/21/01</i>

*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION P E

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Docket Number (Optional)

WD2-98-116

Application Number

09/260,437

Applicant(s)

Jay S. WALKER et al.

Filing Date

March 2, 1999

Group Art Unit

2761

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JULY 1999*EXAMINER
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S. "THE SUPER SUBS," Precision Marketing, No. 0, Vol. 0, Pg. 23, October 24, 1994.

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Y. "LOTTOWORLD," Mediaweek, Vol. 5, No. 19, Pg. 16(1), May 8, 1995.

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U. S. PATENT & TRADEMARK OFFICE

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gr CC. Wilson, Steve. "DIRECTORY ASSISTANCE: A BUYER'S GUIDE CAN GIVE YOU A BIG BOOST IN REVENUE AND ATTRACT NEW ADVERTISERS AND SUBSCRIBERS," Folio: The Magazine for Magazine Management, Vol. 24, No. 16, Pg. 40, October 1, 1995.

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gr FF. Kerwin, Ann Marie. "NOTABLY AT THE NEWSSTAND: INSTYLE, FINANCIAL WORLD PUSH FOR GREATER SINGLE-COPY SALES," Inside Media, Vol. 8, No. 3, Pg. 26, February 7, 1996.

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